# MBA Taster

Friday 19 June 2020

Experience the University of Auckland’s Executive MBA

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| 12:00pm | Welcome and Meet the Team                                               | Dr Rick Starr – Director of MBA and PGDipBus  
Alana Pellow – Manager, MBA and PGDipBus  
Wen Goble – Business Development Manager  
Rose Graham – Student and Programme Advisor  
Anya Vai – Student and Programme Advisor |
| 12:15pm | Case Study: Coca Cola in Vietnam                                        | Dr Benjamin Fath and Dr Antje Fiedler  
We will analyse Coca Cola’s Vietnam business from multiple perspectives to see how to best navigate the uncertainties of emerging markets. Lessons will be applicable to strategy, international business and data science. |
| 1:45pm  | Strategies for successfully balancing the demands of an MBA programme with career and family responsibilities | 2 x MBA alumni                                                                                                                                |
| 2:15pm  | Q&A                                                                     |                                                                                                                                            |
| 2:30pm  | End                                                                     |                                                                                                                                            |